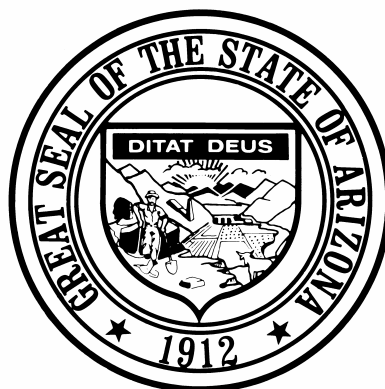


# Arizona *CUT IT OUT* Program



*Salons Against  
Domestic Abuse*



## **Progress Report April 2005-May 2006**

**Submitted by: Office of Arizona Attorney General Terry Goddard**

Contact info:

Jane Irvine, Director of the Office of Children, Youth, and Families  
1275 W. Washington, Phoenix, AZ 85007  
jane.irvine@azag.gov  
602.542.6903

## Introduction



Attorney General Terry Goddard announces the *CUT IT OUT* Program at Rolf's Salon.

On April 20, 2005 Arizona Attorney General Terry Goddard, the Arizona Coalition Against Domestic Violence and the Arizona State Board of Cosmetology came together at Rolf's Salon in Scottsdale to unveil the *CUT IT OUT* Program to combat domestic violence. Arizona joined this national outreach program, which draws on the cosmetology community's unique skills and access to women by providing salon professionals with training and information, as a way to address the issue of domestic violence in the state. This program will reach people all over the state who might be victims of domestic abuse.

Attorney General Goddard, who spoke at the press conference, said, "The *CUT IT OUT* Program provides us with a critical link to domestic violence victims through salon professionals. One of our biggest challenges in combating domestic violence is connecting with victims. Partnering with the cosmetology community helps bridge that gap and allows law enforcement to get program information to victims who are often afraid to seek help or do not know where to turn."

The Arizona *CUT IT OUT* partnership seeks to build awareness of domestic violence through the distribution of posters by the Arizona Board of Cosmetology and brochures to be displayed in salons. Salon professionals will also be trained to recognize warning signs and safely refer clients to get help. The Arizona Coalition Against Domestic Violence will conduct training sessions at Arizona's 43 cosmetology schools and hair shows.

The Arizona organizations involved in the program are excited about the partnership. According to Leah Meyers, the Director of Domestic Violence Services at the Arizona Coalition Against Domestic Violence, "this is an exciting new partnership because women are likely to visit a hair salon more often than a healthcare professional. Partnering with salon professionals provides us with an additional opportunity to get information to women who are experiencing abuse."



The Arizona State Board of Cosmetology began distributing informational materials to approximately 4,500 salons in Arizona in May 2005. Salon professionals see on average 100-200 clients a month. Since both men and women tend to form relationships with their cosmetologists, the more salons that have the information available, the more people this program will reach.

“As professionals on the 'front lines,' stylists may be able to spot early warning signs, and be a vital link to victims who don't know where to turn,” said Sue Sansom, Executive Director of the Arizona Board of Cosmetology.



Attorney General Goddard with Sue Sansom from the Arizona Board of Cosmetology.

Salons across Arizona can participate, and owners like Rolf Lohse are partnering with the Attorney General's Office and the Board of Cosmetology to ensure this program is successful.

“The power of touch and the care that a stylist takes to make his or her client look great create an intimate bond,” said Lohse, owner of Rolf's Salon. “I believe the *CUT IT OUT* Program provides stylists with great information they can give their clients in critical times.”

Through the partnership and cooperation of the Attorney General's Office, the Arizona Coalition Against Domestic Violence, the Arizona Board of Cosmetology, and the National *CUT IT OUT* Program, we hope to build upon the success the program has already achieved. Through our continued efforts, we believe that the *CUT IT OUT* Program will help us reach our goals of helping victims of domestic abuse in Arizona.

## Program Achievements

- ❖ Prior to launching the *CUT IT OUT* Program, Attorney General Terry Goddard established a 25 member advisory committee with representatives from the Arizona Board of Cosmetology and victim advocacy organizations, as well as domestic violence experts, to explore the best way to implement the program in Arizona.
- ❖ The Attorney General's Office produced an Arizona *CUT IT OUT* brochure that was printed courtesy of Blue Cross/Blue Shield of Arizona.
- ❖ On April 20, 2005 the Arizona *CUT IT OUT* Program was successfully launched by Attorney General Terry Goddard, the Arizona Coalition Against Domestic Violence (ACADV), and the Arizona State Board of Cosmetology at Rolf's Salon in Scottsdale.
- ❖ On October 10, 2005, the sponsors of *CUT IT OUT* attended the Southwest Beauty and Nail Show to promote the program and were joined by over 7,500 cosmetologists.
- ❖ The first Train the Trainers event was held on November 30, 2005 and included 28 participants from 10 different organizations.
- ❖ The Adopt-a-Shelter program was launched in April 2006 to provide salons with guidelines on how to partner with local domestic abuse shelters.
- ❖ The Arizona State Board of Cosmetology is distributing informational materials to approximately 4,500 salons in Arizona.
- ❖ The Arizona Coalition Against Domestic Violence is conducting training sessions at Arizona's cosmetology schools and hair shows.
  - In April 2006, the ACADV successfully held 5 training sessions at the Phoenix Classic Beauty College and Arizona Academy of Beauty in Tucson.
  - In May 2006, ACADV held one session at the DeVoe College of Beauty in Sierra Vista and promoted the program on FOX 10 News.
- ❖ The *CUT IT OUT* Web site at [azag.gov](http://azag.gov) was created and launched in April 2005 to provide information on the program to the public.
- ❖ The Attorney General's Office and the Arizona Coalition Against Domestic Violence sponsored booths at both the 2005 and 2006 Walks to End Domestic Violence to distribute information about the program. The Walk raises funds for Maricopa County domestic violence shelters.

## Southwest Beauty and Nail Show

On October 10, 2005 the organizations involved in the Arizona *CUT IT OUT* Program went to the Southwest Beauty and Nail Show to promote the program as well as Domestic Violence Awareness Month. The group included Attorney General Terry Goddard, Sue Sansom, Executive Director of the Arizona State Board of Cosmetology, and Leah Meyers, Executive Director for the Arizona Coalition Against Domestic Violence.



Attorney General Goddard said the show was “a great opportunity to get out the word about the *CUT IT OUT* Program. Professional stylists share a special relationship with their clients and are in a position to reach out to someone who might be in trouble. We hope by providing awareness training to recognize warning signs of abuse stylists can refer their clients to services.”

The Arizona Attorney General’s Office also coordinated and staffed a *CUT IT OUT* exhibit at the show on October 8-10, 2005. Over the three-day exhibit staff members were able to distribute several hundred *CUT IT OUT* posters, brochures and safety cards.

The Southwest Beauty and Nail Show was an important promotion event because it is one of the largest gatherings of cosmetologists in the region. It drew over 7,500 salon professionals and both Sansom and Meyers recognized the importance of the show in promoting the program and awareness of domestic violence.

“Most salon professionals see an average of 100-200 clients a month,” Sansom said. “By providing them with referral information, they can be a vital link to victims who don’t know where to turn,” Sansom said.

“Partnering with salon professionals provides an additional opportunity for intervention and community education about domestic violence,” Meyers said.



The time spent at the show was a huge success. We were able to get the word out about the *CUT IT OUT* Program and distribute material to salon professionals all over the state. It was a great beginning in the effort to help domestic abuse victims through the *CUT IT OUT* Program.



## Train the Trainers Event

On November 30, 2005, the Arizona Attorney General's Office, along with the National *CUT IT OUT* Program, the Arizona Board of Cosmetology, and the Arizona Coalition Against Domestic Violence, sponsored Arizona's first Train the Trainers Event. The session was a great success with 28 participants representing 10 organizations throughout the state. Following the event, we distributed follow-up letters and Training DVDs to each of these organizations with instructions that the DVD was to be used by their organizations to train others in the cosmetology field about the *CUT IT OUT* Program.

The Arizona Coalition Against Domestic Violence will be coordinating 43 training sessions at cosmetology schools and hair shows across the state. We began this campaign in February 2006 and have called on all of our event participants to assist with training in their own areas.



(Left to Right) **Leah Meyers**, Director of the Arizona Coalition Against Domestic Violence; **Jane Irvine**, Director of the Office for Children, Youth, & Families at the Arizona Attorney General's Office; **Jon Williams**, National Training Coordinator for the *CUT IT OUT* Program; **Sue Sansom**, Executive Director of the Arizona Board of Cosmetology

## Training Sessions



Elizabeth, from the Arizona Coalition Against Domestic Violence, at the Metrotech High event.

Later in the month, two additional sessions were held on the 26<sup>th</sup> and 27<sup>th</sup> at the Arizona Academy of Beauty in Tucson. On May 17<sup>th</sup>, another training session was held at the DeVoe Beauty College in Sierra Vista. At Metrotech High in April about 60 students were successfully trained to recognize signs of domestic abuse and how to help their clients. ACADV is continuing to plan training sessions at hair shows and cosmetology schools across the state, including an upcoming session at the Academy of Nail Technology.



Leah Meyers, of the Arizona Coalition Against Domestic Violence, with a Metrotech High student.



Against Abuse, another of our participating organizations has had five requests for training since the training event. One training that they have scheduled will teach over 300 cosmetology students about the *CUT IT OUT* Program. There have also been inquiries from programs in Apache Junction and St. Johns.

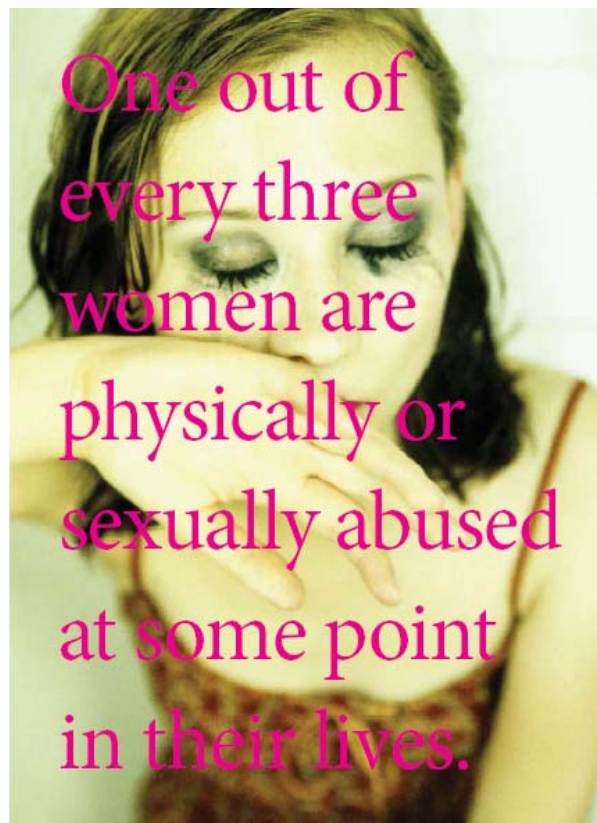
We are continuing to work with all of our trainers and sponsors to hold more training sessions in the future.

## Adopt-a-Shelter

The Adopt-a-Shelter program is a great way for salons to help victims of domestic violence by partnering with shelters and providing support to victims. The Arizona Adopt-a-Shelter program was launched in April 2006.

Since receiving the brochures, the Arizona Attorney General's Office has distributed several of them through events held by the Arizona Coalition Against Domestic Violence, including the Domestic Violence Walk. ACADV plans on giving them out to salon professionals at all of their future training sessions.

The brochure is also available on the *CUT IT OUT* page of the Attorney General's Web site. It can be accessed by clicking on the Adopt-a-Shelter link at the bottom of the page. In the future, we hope that salons across Arizona will be able to pair up with domestic violence shelters through this program.



**Adopt-a-Shelter**  
Salons Against Domestic Abuse





## Walk to End Domestic Violence

The Walk to End Domestic Violence has taken place annually since 2002 and is the single largest fundraiser for the domestic violence community in Arizona. In 2005, the Walk raised almost \$215,000 and in 2006 it far surpassed that amount with over \$315,000 in donations. The money raised is distributed to domestic violence direct service providers, including the Arizona Coalition Against Domestic Violence, a partner in the Arizona *CUT IT OUT* Program.

For the past two years the Domestic Violence Walk, presented by the Arizona Foundation for Women, has been used to promote the *CUT IT OUT* Program. The 2006 Domestic Violence Walk was on April 22<sup>nd</sup> at Wesley Bolin Park in Phoenix. Almost 5,000 participants showed up to help support the fight against domestic violence in Arizona.



The team from the Arizona Attorney General's Office.



Runners from the Attorney General's Office

The Arizona Attorney General's Office sponsored a booth at the Capitol Mall with information about the *CUT IT OUT* and Adopt-a-Shelter programs. The Arizona Coalition Against Domestic Violence also sponsored a booth to provide information to participants on the program. Between our two organizations, we were able to hand out hundreds of posters, brochures, and safety cards.

The Attorney General's Office also able sponsored a team of eight runners for the 5k, including Attorney General Goddard, and 26 walkers. The team raised approximately \$1,200. The Walk to End Domestic Violence was a great opportunity to spread the word about the *CUT IT OUT* Program and we hope to continue our participation at future walks.



Participants in the Walk looking at information from the Attorney General's booth.

## Web Site

Our Web site is an important tool that the Arizona Attorney General's Office is using to raise awareness of domestic violence and to distribute the *CUT IT OUT* materials and message. From our Home Page, [www.azag.gov](http://www.azag.gov), viewers can follow the Domestic Violence Quick Link to our Domestic Violence page. This site contains a link to an explanation of the *CUT IT OUT* Program, relevant press releases and a photo gallery containing pictures from our *CUT IT OUT* events. Links are also provided to the *CUT IT OUT* Poster, Brochure and Safety Card. We plan to update the Web site regularly with information on upcoming training sessions.